



# 09/384,303

IFW

May 9, 2012

Robert D. Becker  
Manatt, Phelps & Phillips, LLP  
1841 Page Mill Road  
Suite 200  
Palo Alto, CA 94304-1254

Dear Mr. Becker

Thank you for your letter of September 2, 2011, requesting Costume Craze, LLC consider taking a license to U.S. Patent No. 6,275,821 (hereinafter '821) filed on February 3, 1995 and issued August 6, 1996 with priority to November 23, 1992. We appreciate your desire to resolve this matter in an efficient and cost effective manner. To that end, we have conducted a review of the '821 patent. We have identified 475 patents that fulfill the criteria set forth in 35 USC §102 & 103. We would request that you address those claims of the '821 patent you find enforceable in light of the following selection of 6 patents that were not cited by Kelora Systems, LLC during the prosecution or reexamination of the '821 patent.

Patent #	Title	Original Assignee	Priority Date	File Date	Issue Date
US4992940	System and method for automated selection of equipment for purchase through input of user desired specifications	H-Renee, Incorporated	Mar 13, 1989	Mar 13, 1989	Feb 12, 1991
US5408655	User interface system and method for traversing a database	Apple Computer, Inc.	Feb 27, 1989	June 18, 1992	Apr 18, 1995
US6665686	Data processing method and apparatus for supporting analysis/judgement	Hitachi, Ltd.	Mar 18, 1992	Nov 16, 1999	Dec 16, 2003
US6078325	Object oriented customer information exchange system and method	Edify Corporation	May 31, 1991	Apr 10, 1995	Jun 20, 2000
US7013478	Method and apparatus for interactive program suggestion	Sedna Patent Services, LLC	Dec 9, 1992	May 28, 1999	Mar 14, 2006
US6546399	Multimedia search system	Encyclopaedia Britannica, Inc.	Oct 26, 1989	Feb 28, 1994	Apr 8, 2003

We believe in light of the substantial quantity of unconsidered precedent innovation Kelora Systems, LLC's ability to assert the '821 patent on grounds that it is new or non-obvious is

significantly narrowed. If you could clarify Kelora Systems, LLC's assertion of patent rights in context of these patents, we would be pleased to supply the remainder of the unconsidered precedent innovation prior to any consideration of a license.

In the interest of our commitment to patent quality, we have copied this correspondence to the United States Patent & Trademark Office for their information and possible inclusion in the file wrapper of the '821 patent.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kate Maloney', with a long horizontal flourish extending to the right.

Kate Maloney  
CEO

cc. Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450